

10 benefits of taking an online marketing and website promotions class:

By Karyn Zoldan, BridgeMarketing.com

The online Web site marketing and promotion class is particularly suited to Web site designers and others who have some HTML experience. Your Web site might be top notch but if no one knows it's there; what good is it? This class provides a fast-paced but extensive overview of all things related to online Website marketing and promotion.

1.

Think outside the proverbial box: An online Web site marketing and promotion class will stimulate new ideas, perk up current methods, and target your online marketing strategies.

2.

You wouldn't build a house without detailed blueprints; the same can be said for an online marketing plan. An online marketing and promotion plan clarifies your target, outlines goals, budgets spending, and measures success.

3.

Analyze PPC (pay-per-click) advertising to become knowledgeable about ROI (return on investment).

4.

Determine the difference between CPC and CPM and how to use them to your best advantage in your Website advertising budget.

5.

Blogging for business is currently the hottest Website marketing strategy. Who else is business blogging? What are tips for blogging? Where and when to blog? Why should you blog for business? And how-to start your own blog?

"Thanks Cindy and Karyn for all you've taught us in the past 6 weeks. This class has been very enlightening and interesting. I have learned more than I expected and the cost of the class was well worth every penny. Thanks for all the time and effort you two put in to make it so!" **Marianne Cole**

6.

Each week you are presented with timely case studies and an abundance of current resources. Don't forget to download it for future reference.

7.

Search engine rules and algorithms are changing at lightning speed. What worked yesterday is history today. Demystify the terms SEO and SEM and learn why choosing the right keyword phrases, good copywriting, and linking campaigns are an important strategy to add to your Website marketing mix.

8.

Share experiences and gain new insights about affiliate marketing, auctions, e-commerce, and shopping portals.

9.

Is email marketing and ezines part of your online Website promotion? If not, why not? Examine e-lists, e-newsletters, and ezines for failure and success.

10.

Share what you know and absorb what you don't. The beauty of taking this online Website marketing and promotion class is that pearls of knowledge are spread throughout the course with viable feedback from the instructor, teaching assistant, and other students; sometimes they connect and move forward together with co-marketing strategies. It's always a really positive, enthusiastic environment.

The next online Website promotions class held at eclasses.org starts October 25, 2004. Register now!

[http://www.eclasses.org/cgi-](http://www.eclasses.org/cgi-bin/ql/pullout.cgi?template=listing/course_main_info.htm&listing.ID=0008622)

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If this link doesn't work or it's after October 25, go to www.eclasses.org, click on course catalog and view B321 and B320 – two classes worth taking taught by Web pros, Cindy McMahan and Karyn Zoldan.